

FIGHT!

FIGHT FOR YOURSELF!

The El Paso Spirit Spells Fight!

YOU'VE GOT TO FIGHT!

To FIGHT with the facts and figures on the battlefield of business to KEEP El Paso where she belongs--the **COMMERCIAL CAPITAL** of the Southwest. Join hands with us and **HUSTLE** in the common cause of this City and Valley and, all together, cash the opportunity which is ours here in the center of centers--the solar plexus of the Southwest. **SOME OF THE REASONS WHY EL PASO IS AND WILL CONTINUE to be the metropolis of the Southwest.**

There are three vital points that are taken into consideration by the homeseeker who is planning to move into a section and cast his lot there for the remainder of his life. The first of the three is the land, for without land there can be no production and no future prosperity. The next in importance is the climatic conditions, the degrees of heat and cold; the amount of moisture and the altitude. The third, and to the community in general the most important, the educational facilities. For it is the future generation that is to derive the greatest benefit from the natural resources and it is for them to complete the work that is being begun and pushed through by their fathers. It is, therefore, important that these home builders of the second generation should be educated along liberal lines in order that they may become the best possible citizens and make their section the best possible community.

EL PASO VALLEY CLIMATE PERFECT.

The El Paso Valley of the Rio Grande is in itself an answer to all of the points that are raised by the homeseekers and enclosed within the sides of the two tablelands to the east and west is a country that offers all the inducements that a reasonable person can ask for in selecting a location for his future home and that of his children. The climate is the most delightful in a land of ideal climatic conditions. Far enough south to have the mildest of spring weather during the entire winter season, this valley is of sufficient altitude to counteract the intense heat of the summer sun, and give that most perfect condition for health, a warm, bright sun without the accompanying humidity and stifling heat of the more temperate sections during the summer. The altitude is 3800 feet and the breezes from the nearby mountains tend to purify and cool the atmosphere of the valley below. There is an almost continuous sunshine that is as balmy in the winter season as that of a tropical isle, without having the accompanying humidity. In summer the sun works a full shift every day, but the altitude overcomes the greater part of the intense heat and never are there any of the extremes of temperature the year round that have proved so fatal in the north and east, where the climate is as uncertain as the shifting sands.

RIO GRANDE FURNISHES PERPETUAL FERTILITY.

Composed as it is of the richest soil from the surface of the entire Rio Grande watershed, the El Paso Valley is an alluvial tract of 75,000 acres that can be subjected to the most intensive cultivation without exhausting the fertility of the soil. Thousands of years have been consumed in the formation of this great garden spot, and even now the old river of the north has not ceased to labor for its further improvement. Every drop of water that is brought down from the upper river region is rich in fertil-

izing properties, and when it is run onto the land by means of the irrigation systems, it builds up and repairs the soil and increases its productive capacity. The waters of the Rio Grande are the best and richest in fertilizing properties of any river in the world, and to irrigate with this water is the best means known for improving the quality of the land under cultivation. Irrigation is not a substitute for rainfall, but rainfall is a substitute, and a very poor one, for irrigation. The rain that falls from the clouds carries few if any of the life giving qualities that the rich water from the Rio Grande carries down continually from the lands of the upper country. This is deposited on the land in the form of silt and is the richest known fertilizer, giving to the plants the exact properties needed most to produce the best results. The entire valley being built up of just such materials, is one mass of potential plant energy waiting to be utilized.

NO ELEMENT OF UNCERTAINTY.

Lands in the El Paso Valley are at present selling from \$50 to \$300 an acre, the price depending upon the location and state of cultivation. And \$500 to \$1000 is a conservative estimate of the value of this land under a high state of cultivation. All lands located in the valley proper are signed up under the United States Reclamation service and are assured of a constant supply of water at all times by Uncle Sam himself. The great Elephant Butte dam project that is now being built by the government at a cost of \$8,000,000, when completed will furnish an abundance of water to the lands in this valley.

ALFALFA THE STAPLE CROP.

Alfalfa has long been the staple crop of the valley, but in recent years the ranchers have realized the value of intensive cultivation, as against extensive, and each year there is a larger amount of land devoted to the raising of fruits, melons and garden stuffs than ever before. Alfalfa yields about one and one-half tons to the acre at each cutting and there are from four to six cuttings each year. This crop requires less cultivation than any of the others that can be raised in the valley, and fortunes have been made within the last ten years on this forage plant. The average cost of raising alfalfa, including cutting, baling and loading on cars is \$3.50 per ton, and the average selling price is \$9.50 per ton. Hundreds of tons are raised in the El Paso Valley each year and a large part of the southwestern market is supplied from this section alone. It requires the least effort and cost to produce and the quickest results are to be obtained from the lands by the raising of this crop.

FRUITS ARE OF THE HIGHEST QUALITY.

Fruit growing is also an important industry in this valley, the trees having a rapid, healthy growth under the climatic conditions found here, and the fruit is always of the choicest quality. Apples are as solid and high flav-

ored as those raised in New York and the lake shore countries of the northwest. Peaches often bear the first year after they are planted and they have been known to produce one hundred pounds to the tree the third year. Grape culture holds an important place in the industries of the valley and hundreds of new vines are planted each year. The sunshine ripens the grapes as it is not possible to do in any other part of the country and the grapes have been favorably compared to the famous products of the French wine producing countries. Apricots, plums, quinces, prunes, and all kinds of small fruits can be raised in this valley of sunshine with the best possible results, there being no killing frosts or blighting winds to destroy the crops.

EDUCATIONAL FACILITIES IS VALLEY'S PRIDE.

The El Paso Valley farmer talks of the climate, the soil conditions and the abundance of water with the gratification that comes with the assurance that one has the goods to back up the statements, but when he begins to talk of the school facilities that are available in El Paso, he grows eloquent in picturing the future of his boys and girls. The public schools of El Paso are second to none in the United States--the El Paso Military Institute for boys, St. Joseph's Academy for girls, the El Paso College for girls, now organizing, and various private schools, furnish educational facilities that have no superior.

THE CIVIC AWAKENING.

Civic pride is the best indication of the standing of a community, and realizing this, the people of El Paso have awakened to the value of public improvements as a good business investment. Trees are being planted, irrigated and cared for in the streets and yards of the residents. Beautiful parks are being fitted up, cement sidewalks are being put down, all the streets are being paved, and adobe buildings torn down to give way to modern seven story fire proof business houses, and homes are being erected that would be a credit to a much larger city. Taking advantage of the intense fertility of the soil to be found even within the corporation limits the housewives are planting, digging and cultivating their old fashioned rose gardens, with here and there a cluster of cacti blending the new with the old, and producing a scene as deep in color as a southern California rancho on a moonlight night. The typical adobe mission homes, with the white plaster surface contrasting vividly with the red tiles of the roof and the red and green of the rose gardens, are becoming the ideal houses for the valley. The possibilities of both exterior and interior decorations is unlimited. Indian rugs, Mexican and Indian pottery can be used to obtain the most striking results and with a spacious garden surrounding the home, life is indeed worth living in the land of sunshine, in the valley of heart's desire.

Write or Call on Any of the Following; Full and Complete Information Will Be Given:

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